



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In Re Application of:

Rodriguez *et al.*

Serial No.: 10/073,842

Filed: February 11, 2002

For: **Management of Television Advertising**

Confirmation No.: 6628

DEC 03 2004

Group Art Unit: 2611 Technology Center 2600

Examiner: Bui, Kieu Oanh T

Docket No. A-7496 (191920-1240)

RESPONSE TO NON-FINAL OFFICE ACTION

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

The outstanding non-final Office Action mailed August 2, 2004 (Paper No. 13) has been carefully considered. Claims 105, 106, 108-115, and 122-133 are now pending in the present application. Reconsideration and allowance of the application and presently pending claims, as amended, are respectfully requested.

AUTHORIZATION TO DEBIT ACCOUNT

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.